

Sweet Home Alabama

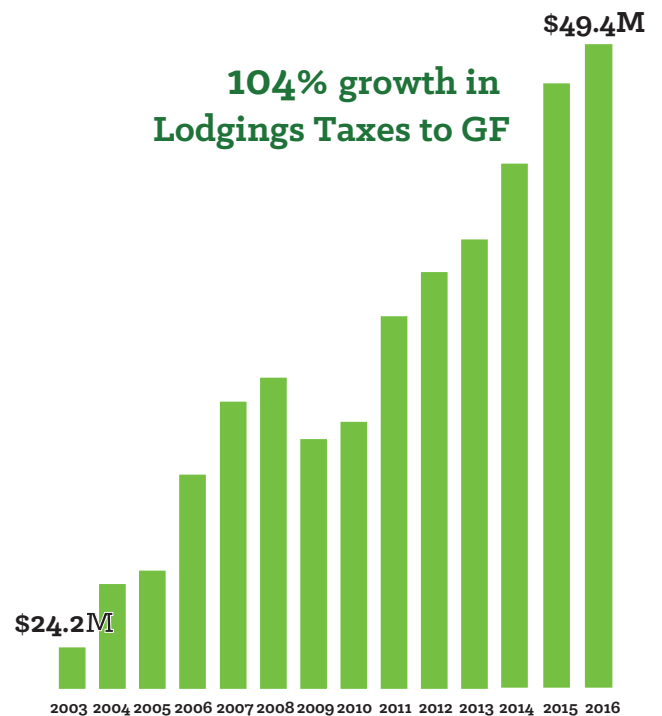
TRAVEL Economic Impact 2016



EXECUTIVE SUMMARY

- Analysis of state lodging tax revenues, Smith Travel Research data on hotel occupancy rates, and field intercept surveys conducted in previous years were used to estimate the economic impact of tourism on Alabama for calendar year 2016.
- Based on the primary and secondary data, it is estimated that more than 25.8 million people visited the State of Alabama during 2016.
- Travelers are estimated to have spent more than \$13.3 billion in Alabama. This represents an increase of 5.4 percent as compared to 2015 spending.
- In 2016, more than \$836 million of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay \$444 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 6.8 percent of Alabama's Gross Domestic Product – overall production – in 2016.
- An estimated 179,644 jobs – 9.1 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.
- The total impact of the travel and tourism industry on Alabama's earnings in 2016 is estimated at more than \$4.7 billion.
- For every \$1 in Alabama's travel-related expenditures, the state retains a total of \$0.36.
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- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 68 percent of the total number of visitors to the state.

Growth in Lodgings Taxes From 2003-2016



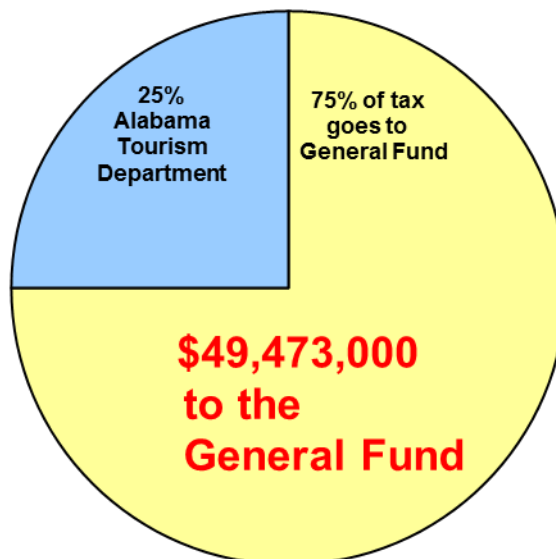
ECONOMIC IMPACT

ALABAMA TRAVEL INDUSTRY 2016



EVERY \$110,621 OF EXPENDITURES IN THE TRAVEL INDUSTRY CREATES ONE DIRECT JOB IN ALABAMA. FOR EVERY TWO DIRECT JOBS CREATED, THE ALABAMA ECONOMY INDIRECTLY CREATES ONE ADDITIONAL JOB.

4% STATE LODGING TAX



EXECUTIVE SUMMARY

- Analysis of state lodging tax revenues, Smith Travel Research data on hotel occupancy rates, and field intercept surveys conducted in previous years were used to estimate the economic impact of tourism on Alabama for calendar year 2016.
- Based on the primary and secondary data, it is estimated that more than 25.8 million people visited the State of Alabama during 2016.
- Travelers are estimated to have spent more than \$13.3 billion in Alabama. This represents an increase of 5.4 percent as compared to 2015 spending.
- In 2016, more than \$836 million of state and local tax revenues were generated by travel and tourism activities. Without those taxes, each household in Alabama would have had to pay \$444 in additional taxes to maintain current service levels.
- Travel industry expenditures represent 6.8 percent of Alabama's Gross Domestic Product – overall production – in 2016.
- An estimated 179,644 jobs – 9.1 percent of non-agricultural employment in Alabama – were directly or indirectly attributable to the travel and tourism industry.
- The total impact of the travel and tourism industry on Alabama's earnings in 2016 is estimated at more than \$4.7 billion.
- Every \$110,621 of travel-related expenditures creates one direct job in Alabama.
- For every \$1 in Alabama's travel-related expenditures, the state retains a total of \$0.36.
- The most visited counties in the state were Baldwin, Jefferson, Madison, Mobile, and Montgomery, accounting for 68 percent of the total number of visitors to the state.

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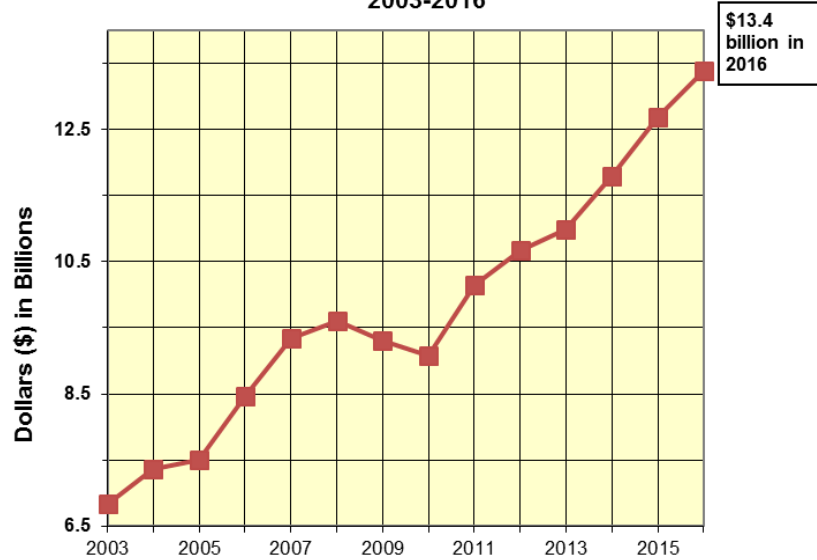
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Figure 1
Alabama Tourism Expenditures
2003-2016



Over the 14-year period 2003 to 2016, tourism expenditures in Alabama have increased 96%.

Year	Expenditure Amount (\$)
2003	6,827,262,068
2004	7,351,692,906
2005	7,508,600,725
2006	8,464,797,584
2007	9,333,356,043
2008	9,599,370,556
2009	9,303,501,738
2010	9,074,704,379
2011	10,156,511,225
2012	10,666,782,091
2013	10,992,687,443
2014	11,790,985,168
2015	12,696,882,066
2016	13,387,327,118

INTRODUCTION

The purpose of this study is to estimate the economic impact of the travel and tourism industry in Alabama for 2016. Information sources used to prepare this report included primary data, detailed monthly lodging tax data, copies of previously commissioned economic impact studies, and other relevant information and publications. State lodging tax data analyzed for this report was on a “by month of expenditure” basis. This data was provided by the Alabama Department of Revenue. This study also used information obtained from selected issues of Impact of Travel on State Economies (The Research Department of the U.S. Travel Association [USTA]). Any, and all, revisions in travel industry multipliers or adjustments in primary data by USTA have been incorporated into the Alabama 2016 report.

Additional sources of information were used in preparing the 2016 economic impact study. Information on hotel occupancy rates and lodging revenue generation was obtained from Smith Travel Research. The results of field-intercept surveys that were conducted in previous years at locations and events throughout the state were also utilized.

Economic impact analysis was performed using a model developed by Dr. Keivan Deravi, an economist in the School of Business, Auburn University Montgomery. This model, designed for the Alabama Tourism Department and the State of Alabama, uses Alabama industry multipliers developed by the Regional Input-Output Modeling System, United States Department of Commerce, Economic and Statistical Division, Bureau of Economic Analysis, Regional Economic Analysis Division.

Data collection and report compilation was done by Alabama Tourism Department staff member Pam Smith.

We wish to express our appreciation and thanks to Dr. Deravi for his assistance in the preparation of this report.

April 27, 2017

ESTIMATES OF THE NUMBER OF VISITORS, HOTEL AND MOTEL OCCUPANCY RATES, AND AVERAGE ROOM RATES FOR THE STATE OF ALABAMA

The detailed information pertaining to hotel and motel occupancy rates, average room rates, room demand, and room revenue was obtained from Smith Travel Research (STR). STR data and venue survey results obtained from site-intercept studies conducted from 2000 to 2005 were used to estimate the number of visitors for the State and for the top five counties in terms of travel expenditures. More specifically, the room demand for calendar year 2016, the average number of nights staying in the area, and the average number of people in a party were used to estimate the total number of visitors who used the lodging establishments. The data was then adjusted to include the number of people who chose not to stay overnight. This information was obtained from the previous years' venue survey research. The results are shown in *Table 1* and *Table 2*.

TABLE 1
ESTIMATED TOTAL NUMBER OF VISITORS FOR THE STATE OF ALABAMA
AND SELECTED COUNTIES

COUNTY	TOTAL NUMBER OF VISITORS		NUMBER OF TRAVELERS STAYING IN HOTEL AND MOTEL ACCOMMODATIONS	
	<u>2015</u>	<u>2016</u>	<u>2015</u>	<u>2016</u>
BALDWIN	6,131,596	6,339,754	1,578,637	1,653,953
JEFFERSON	3,231,404	3,204,041	2,058,404	2,040,974
MOBILE	3,050,633	3,227,689	1,775,468	1,878,515
MADISON	2,974,708	3,071,984	2,067,422	2,135,029
MONTGOMERY	1,725,857	1,787,988	1,045,869	1,083,521
OTHER COUNTIES	8,068,465	8,200,208	8,791,649	8,971,758
STATE OF ALABAMA	25,182,663	25,831,664	17,317,449	17,763,750

Source: Smith Travel Research

TABLE 2
AVERAGE HOTEL OCCUPANCY RATES AND ROOM RATES FOR THE STATE OF ALABAMA
AND SELECTED COUNTIES

COUNTY	AVERAGE OCCUPANCY RATE		AVERAGE ROOM RATE		ROOM SUPPLY (HOTELS AND MOTELS) ANNUAL MONTHLY AVERAGE*	
	(%)		(\$)			
	<u>2015</u>	<u>2016</u>	<u>2015</u>	<u>2016</u>	<u>2015</u>	<u>2016</u>
BALDWIN (HOTELS ONLY)	61.0	63.0	122	121	157,421	161,554
JEFFERSON	63.6	62.6	85	88	413,448	417,937
MADISON	61.5	64.7	79	82	200,566	198,139
MOBILE	60.4	62.5	76	76	219,711	225,058
MONTGOMERY	63.9	64.1	72	75	184,691	190,786
STATE OF ALABAMA	58.8	59.6	81	83	2,177,749	2,216,207

*Room Supply is the number of rooms available multiplied by the number of days in a month.

Source: Smith Travel Research

It is estimated that more than 25.8 million visitors made Alabama their travel destination in 2016. It is also estimated that Baldwin, Jefferson, Madison, Mobile, and Montgomery counties attracted the largest numbers of travelers. More specifically, 68 percent of the travelers chose these counties as their destination.

TRAVEL INDUSTRY EXPENDITURES IN ALABAMA

In 2016, it is estimated that travelers spent more than \$13.3 billion in Alabama. This represents an increase of 5.4 percent as compared to 2015 spending, as shown in *Table 3*.

TABLE 3
TRAVEL EXPENDITURES IN ALABAMA

YEAR	EXPENDITURES	CHANGE
2016	\$ 13,387,327,118	5.4%
2015	\$ 12,696,882,066	7.7%
2014	\$ 11,790,985,168	----

In order to compare the growth of travel industry expenditures to Alabama's overall economy, travel expenditures for 2014 through 2016 were adjusted for inflation and then compared to the growth rates in the state's Gross Domestic Product and the service sector.

TABLE 4
REAL RATES OF GROWTH IN 2014-2016*

YEAR	ALABAMA GROSS DOMESTIC		TRAVEL
	PRODUCT	SERVICES	INDUSTRY
2016	1.5%	1.9%	5.0%
2015	0.4%	1.4%	6.9%
2014	0.2%	1.3 %	6.9%

As shown in *Table 4*, growth in the travel industry for 2016 is greater than growth in the Alabama Gross Domestic Product and in the service sector.

Documenting the travel industry's importance and its contribution to the state economy, this report notes that travel-related expenditures represent 6.8 percent of all statewide economic activities in Alabama.

* Source: Bureau of Economic Analysis (BEA), U.S. Department of Commerce. For the Alabama Gross Domestic Product and Service percentage changes, the 2014 and 2015 numbers are actual numbers and the 2016 figures are our estimates.

In *Table 5*, direct travel expenditures in Alabama are listed by category. This serves to identify the industries most impacted by travel and tourism spending.

TABLE 5
TRAVEL EXPENDITURES BY CATEGORY - 2016

	EXPENDITURES	SHARE OF TOTAL
LODGING FACILITIES	\$ 1,785,591,611	13%
EATING AND DRINKING ESTABLISHMENTS	\$ 3,582,030,188	27%
GENERAL RETAIL	\$ 1,310,675,223	10%
ENTERTAINMENT	\$ 1,282,473,108	9%
PUBLIC TRANSPORTATION	\$ 1,964,566,572	15%
AUTO TRANSPORTATION	<u>\$ 3,461,990,416</u>	<u>26%</u>
TOTAL	\$ 13,387,327,118	100%

The largest single travel expenditure was made on eating and drinking. This category (food services in general) accounted for 27 percent of all the travel and tourism spending in the state. Transportation and lodging were the next largest travel expenditure categories.

TRAVEL - GENERATED EMPLOYMENT

In 2016, an estimated 121,020 Alabama jobs were directly attributable to the travel industry. These jobs were created in direct response to services demanded by travelers in the state. The employment industry breakdown is presented in *Table 6*.

Table 6 indicates that the biggest beneficiaries of travel-related activities were eating and drinking establishments. This sector accounted for 53 percent of all the travel-related jobs created in the state in 2016. Other industries that benefited strongly were lodging facilities and entertainment.

TABLE 6
TRAVEL-RELATED DIRECT EMPLOYMENT - 2016

	PERSONS EMPLOYED	SHARE OF TOTAL
LODGING FACILITIES	24,568	20%
EATING AND DRINKING ESTABLISHMENTS	64,254	53%
GENERAL RETAIL	7,759	6%
ENTERTAINMENT	15,689	13%
PUBLIC TRANSPORTATION	3,239	3%
AUTO TRANSPORTATION	<u>5,511</u>	<u>5%</u>
TOTAL	121,020	100%

The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above sub-sectors of the economy. This income generated expenditures, which in turn,

created additional demand for goods and services and thus, more jobs in the state. This indirect job creation is known as the multiplier effect or economic impact. *Table 7* shows the direct, indirect, and overall job impact of the travel industry on Alabama employment.

According to *Table 7*, the 121,020 direct jobs led to the creation of 58,624 additional, or indirect, jobs in the state in 2015.

TABLE 7
TRAVEL INDUSTRY TOTAL (IMPACT) EMPLOYMENT - 2016

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	24,568	15,514	40,082
EATING AND DRINKING ESTABLISHMENTS	64,254	24,218	88,472
GENERAL RETAIL	7,759	3,449	11,208
ENTERTAINMENT	15,689	6,055	21,744
PUBLIC TRANSPORTATION	3,239	3,475	6,714
AUTO TRANSPORTATION	<u>5,511</u>	<u>5,913</u>	<u>11,424</u>
TOTAL	121,020	58,624	179,644

This overall job creation impact of 179,644 jobs is impressive. According to this analysis, 9.1 percent of all the non-agricultural employment in the State of Alabama in 2016 was directly and indirectly associated with the state's travel industry.*

Furthermore, the analysis shows that every \$110,621 in travel industry spending creates one direct job in Alabama. Finally, for every two direct jobs created, the Alabama economy indirectly creates one additional job.

TRAVEL-GENERATED EARNINGS

Travel expenditures in Alabama lead to employment, which in turn leads to additional earnings. Travel industry direct earnings for Alabama in 2016 are presented in *Table 8*.

TABLE 8
TRAVEL-RELATED DIRECT EARNINGS - 2016

	EARNINGS	SHARE OF TOTAL
LODGING FACILITIES	\$ 527,047,124	20%
EATING AND DRINKING ESTABLISHMENTS	\$ 1,087,504,365	41%
GENERAL RETAIL	\$ 172,260,172	6%
ENTERTAINMENT	\$ 389,358,836	15%
PUBLIC TRANSPORTATION	\$ 295,976,102	11%
AUTO TRANSPORTATION	<u>\$ 173,978,089</u>	<u>7%</u>
TOTAL	\$ 2,646,124,687	100%

* The 2016 Alabama state non-agricultural employment was 1,975,800. This information was provided by the Alabama Department of Industrial Relations – Labor Market Division.

It is estimated that, in 2016, the travel industry was responsible for generating more than \$2.6 billion in direct earnings in Alabama. The growth rate in direct travel-related earnings shows an increase of 4.8 percent as compared to 2015.

Again, the largest beneficiaries appear to be eating and drinking establishments and lodging facilities. The overall impact of travel expenditures on earnings is presented in *Table 9*.

TABLE 9
TRAVEL INDUSTRY TOTAL (IMPACT) EARNINGS - 2016

	DIRECT	INDIRECT (OTHER INDUSTRIES)	TOTAL
LODGING FACILITIES	\$ 527,047,124	\$ 462,958,193	\$ 990,005,317
EATING AND DRINKING ESTABLISHMENTS	\$ 1,087,504,365	\$ 849,232,159	\$ 1,936,736,524
GENERAL RETAIL	\$ 172,260,172	\$ 108,231,066	\$ 280,491,238
ENTERTAINMENT	\$ 389,358,835	\$ 277,534,979	\$ 666,893,814
PUBLIC TRANSPORTATION	\$ 295,976,102	\$ 254,213,874	\$ 550,189,976
AUTO TRANSPORTATION	<u>\$ 173,978,089</u>	<u>\$ 149,429,780</u>	<u>\$ 323,407,869</u>
TOTAL	\$ 2,646,124,687	\$ 2,101,600,051	\$ 4,747,724,738

The total impact of the travel industry on Alabama's earning power is estimated at more than \$4.7 billion for 2016. This includes direct earnings of more than \$2.6 billion and an indirect impact of more than \$2.1 billion. This suggests that the industry was responsible for 3.8 percent of total earnings in the state in 2016.

Additionally, every \$1 in travel-related spending translates to \$0.20 in direct earnings. The indirect impact is estimated to amount to an additional \$0.16 in earnings, bringing the total to \$0.36.

This suggests that for every \$1 in travel-related expenditures, the state directly and indirectly retains \$0.36 in earnings for its citizens.

TRAVEL-GENERATED TAX REVENUE

Table 10 highlights the impact of travel-related industries on state and local government revenues.

TABLE 10
GOVERNMENT REVENUE ASSOCIATED WITH TRAVEL INDUSTRY 2014-2016

YEAR	STATE REVENUE	LOCAL REVENUE	TOTAL	% CHANGE
2016	\$ 597,186,187	\$ 239,433,463	\$ 836,619,650	4.8%
2015	\$ 569,611,120	\$ 228,377,625	\$ 797,988,745	3.9%
2014	\$ 548,284,432	\$ 219,826,988	\$ 768,111,420	----

We estimate that in 2016, more than \$836 million in tax revenues were realized, primarily due to travel-related activities. These revenues were in the form of income, sales, excise, property, and corporate income taxes. Without those taxes, each household in Alabama would have had to pay \$444 in additional taxes to maintain current service levels.*

As a result, we estimate that every \$1 in travel-related spending resulted in \$0.05 and \$0.02 in tax revenue for state and local governments, respectively.

*The U.S. Census 2010 number of Alabama households was 1,883,791. This information was provided by the U.S. Census Bureau.

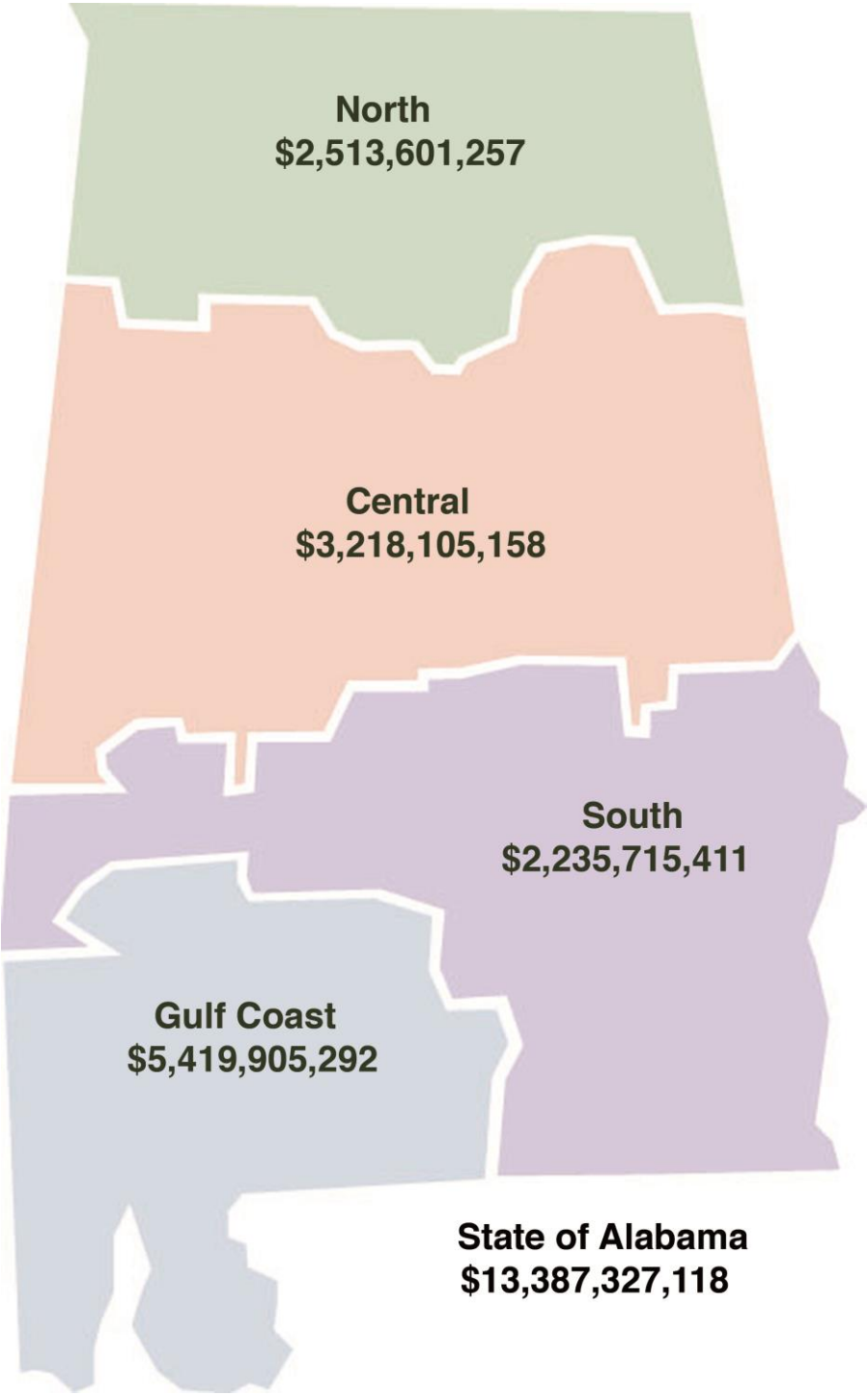
ALABAMA TRAVEL DATA BY REGION

The following is a comparison of Alabama travel data tabulated according to the four Alabama regional tourism divisions:

TABLE 11
ALABAMA REGIONAL TOURISM DATA

<u>TOTAL EXPENDITURES (\$)</u>	<u>2015</u>	<u>2016</u>	<u>GROWTH</u>	<u>PERCENTAGE OF STATE TOTAL</u>
NORTH REGION	2,405,487,811	2,513,601,257	4.5%	18.8%
CENTRAL REGION	3,079,695,619	3,218,105,158	4.5%	24.0%
SOUTH REGION	2,107,398,132	2,235,715,411	6.1%	16.7%
GULF COAST REGION	5,104,300,504	5,419,905,292	6.2%	40.5%
STATE OF ALABAMA	12,696,882,066	13,387,327,118	5.4%	100.0%
<u>TRAVEL-RELATED EARNINGS (\$)</u>	<u>2015</u>	<u>2016</u>	<u>GROWTH</u>	<u>PERCENTAGE OF STATE TOTAL</u>
NORTH REGION	775,937,442	807,438,394	4.1%	17.0%
CENTRAL REGION	1,182,065,754	1,217,810,027	3.0%	25.7%
SOUTH REGION	809,230,546	846,202,079	4.6%	17.8%
GULF COAST REGION	1,761,456,775	1,876,274,238	6.5%	39.5%
STATE OF ALABAMA	4,528,690,517	4,747,724,738	4.8%	100.0%
<u>TRAVEL-RELATED EMPLOYMENT</u>	<u>2015</u>	<u>2016</u>	<u>GROWTH</u>	<u>PERCENTAGE OF STATE TOTAL</u>
TOTAL – DIRECT AND INDIRECT				
NORTH REGION	30,969	31,554	1.9%	17.6%
CENTRAL REGION	46,756	47,537	1.7%	26.5%
SOUTH REGION	31,590	32,493	2.9%	18.1%
GULF COAST REGION	66,337	68,060	2.6%	37.9%
STATE OF ALABAMA	175,652	179,644	2.3%	100.0%
DIRECT				
NORTH REGION	20,845	22,244	1.9%	17.6%
CENTRAL REGION	31,482	32,005	1.7%	26.4%
SOUTH REGION	21,275	21,880	2.8%	18.1%
GULF COAST REGION	44,718	45,891	2.6%	37.9%
STATE OF ALABAMA	118,320	121,020	2.3%	100.0%

FIGURE 2
2016 TRAVEL-RELATED TOTAL
EXPENDITURES BY ALABAMA TRAVEL
REGION



TRAVEL-GENERATED EMPLOYMENT: COUNTY-BY-COUNTY BASIS

Total travel-generated employment in 2016 was distributed on a county-by-county level on the basis of each county's share of total lodging expenditures. The results are reported in tables on the following pages, as explained below:

Table 12, on page 13, represents direct travel-generated employment for each county and the rate of annual change.

Table 13, on page 15, represents travel-generated total employment (both direct and indirect) in each county and the rate of annual change.

Table 14, on page 17, ranks the counties in Alabama, from greatest to least, based on the benefit received from travel-generated total employment in the state.

Table 15, on page 19, shows the 37 counties with the highest growth rate in travel-generated total employment.

Several conclusions can be drawn from the information presented in *Tables 12 through 15*, which are as follows:

- Baldwin and Jefferson counties are, by far, the largest travel-concentrated counties in the state, accounting for 43 percent of all travel-related employment.
- Seven counties - Baldwin, Jefferson, Madison, Mobile, Montgomery, Shelby, and Tuscaloosa - account for 134,516 travel-related workers, which is 75 percent of all travel-generated employment.

OTHER TABLE LISTINGS:

Table 16, on page 21 provides the ratio of county quarterly-to-annual state lodging tax in 2016.

Table 17, on page 23, shows the metropolitan statistical area (MSA) share of state lodging tax per MSA.

Table 18, on page 23, shows the distribution of state lodging tax among designated demographic areas.

Additional information on *Tables 16 through 18* will be provided in the following section, starting on page 20.

Table 19, on page 24, shows travel-related earnings by county, including the annual growth rate.

Table 20, on page 26, shows travel-related expenditures by county.

Table 21, on page 28, contains annual state lodging tax data and provides the amount and percentage of annual change.

TABLE 12
DIRECT TRAVEL-RELATED EMPLOYMENT
BY COUNTY

COUNTY	2014	2015	2016	2015-2016 RATE OF GROWTH
AUTAUGA	295	272	318	16.9%
BALDWIN	31,186	32,536	33,516	3.0%
BARBOUR	389	433	443	2.3%
BIBB*	----	----	----	----
BLOUNT	80	80	80	0.0%
BULLOCK*	----	----	0	
BUTLER	446	487	479	-1.6%
CALHOUN	594	622	662	6.4%
CHAMBERS	249	263	271	3.0%
CHEROKEE	144	105	113	7.6%
CHILTON	303	300	309	3.0%
CHOCTAW	39	38	40	5.3%
CLARKE	363	390	358	-8.2%
CLAY	13	6	13	116.7%
CLEBURNE	111	131	131	0.0%
COFFEE	604	582	646	11.0%
COLBERT	538	528	532	0.8%
CONECUH	189	194	188	-3.1%
COOSA	26	33	38	15.2%
COVINGTON	355	355	350	-1.4%
CRENSHAW	17	18	14	-22.2%
CULLMAN	930	1,010	1,010	0.0%
DALE	391	393	423	7.6%
DALLAS	732	710	634	-10.7%
DEKALB	635	683	695	1.8%
ELMORE	1,278	1,409	1,453	3.1%
ESCAMBIA	468	481	531	10.4%
ETOWAH	1,064	1,207	1,203	-0.3%
FAYETTE	22	21	25	19.0%
FRANKLIN	133	186	160	-14.0%
GENEVA	29	31	26	-16.1%
GREENE	61	74	90	21.6%
HALE*	----	----	----	----
HENRY	35	29	35	20.7%
HOUSTON	2,384	2,535	2,665	5.1%
JACKSON	402	474	464	-2.1%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 12 (CONTINUED)
DIRECT TRAVEL-RELATED EMPLOYMENT
BY COUNTY

COUNTY	2014	2015	2016	2015-2016 RATE OF GROWTH
JEFFERSON	17,816	18,418	18,468	0.3%
LAMAR	10	8	8	0.0%
LAUDERDALE	1,705	1,857	1,904	2.5%
LAWRENCE	106	106	112	5.7%
LEE	3,405	3,964	4,204	6.1%
LIMESTONE	1,001	1,050	1,057	0.7%
LOWNDES*	----	----	----	----
MACON	150	126	120	-4.8%
MADISON	9,880	10,229	10,378	1.5%
MARENGO	382	375	399	6.4%
MARION	256	256	299	16.8%
MARSHALL	1,480	1,698	1,737	2.3%
MOBILE	10,506	10,878	11,076	1.8%
MONROE	233	230	214	-7.0%
MONTGOMERY	7,587	8,067	8,186	1.5%
MORGAN	1,255	1,281	1,401	9.4%
PERRY	30	51	56	9.8%
PICKENS	23	28	27	-3.6%
PIKE	584	660	664	0.6%
RANDOLPH	45	51	56	9.8%
RUSSELL	585	734	727	-1.0%
SHELBY	3,914	4,038	4,064	0.6%
ST. CLAIR	723	738	789	6.9%
SUMTER	119	115	117	1.7%
TALLADEGA	810	873	813	-6.9%
TALLAPOOSA	476	526	590	12.2%
TUSCALOOSA	4,397	4,665	4,948	6.1%
WALKER	492	521	530	1.7%
WASHINGTON	9	9	8	-11.1%
WILCOX	58	57	54	-5.3%
WINSTON	80	95	99	4.2%
OUT OF STATE	3	----	----	----
STATE TOTAL	112,625	118,320	121,020	2.3%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 13
TOTAL (DIRECT AND INDIRECT)
TRAVEL-RELATED EMPLOYMENT BY COUNTY

COUNTY	2014	2015	2016	2015-2016 RATE OF GROWTH
AUTAUGA	438	403	473	17.4%
BALDWIN	46,320	48,243	49,681	3.0%
BARBOUR	578	643	658	2.3%
BIBB*	----	----	0	----
BLOUNT	119	119	119	0.0%
BULLOCK *	----	----	0	----
BUTLER	663	723	711	-1.7%
CALHOUN	891	933	994	6.5%
CHAMBERS	370	391	403	3.1%
CHEROKEE	214	156	167	7.1%
CHILTON	450	445	459	3.1%
CHOCTAW	59	58	61	5.2%
CLARKE	539	579	532	-8.1%
CLAY	19	9	19	111.1%
CLEBURNE	157	185	186	0.5%
COFFEE	897	864	960	11.1%
COLBERT	804	790	796	0.8%
CONECUH	280	288	280	-2.8%
COOSA	38	49	56	14.3%
COVINGTON	527	527	520	-1.3%
CRENSHAW	25	27	20	-25.9%
CULLMAN	1,381	1,500	1,500	0.0%
DALE	581	583	629	7.9%
DALLAS	1,087	1,054	942	-10.6%
DEKALB	942	1,015	1,032	1.7%
ELMORE	1,897	2,093	2,158	3.1%
ESCAMBIA	695	715	788	10.2%
ETOWAH	1,580	1,792	1,787	-0.3%
FAYETTE	32	31	37	19.4%
FRANKLIN	197	277	237	-14.4%
GENEVA	43	47	39	-17.0%
GREENE	91	110	134	21.8%
HALE*	----	----	0	----
HENRY	53	44	54	22.7%
HOUSTON	3,541	3,764	3,959	5.2%
JACKSON	602	710	694	-2.3%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 13 (CONTINUED)
TOTAL (DIRECT AND INDIRECT)
TRAVEL-RELATED EMPLOYMENT BY COUNTY

COUNTY	2014	2015	2016	2015-2016 RATE OF GROWTH
JEFFERSON	26,460	27,354	27,429	0.3%
LAMAR	15	12	11	-8.3%
LAUDERDALE	2,532	2,758	2,828	2.5%
LAWRENCE	159	158	167	5.7%
LEE	5,058	5,888	6,243	6.0%
LIMESTONE	1,487	1,559	1,569	0.6%
LOWNDES*	----	----	0	----
MACON	229	191	183	-4.2%
MADISON	14,674	15,193	15,413	1.4%
MARENGO	556	546	582	6.6%
MARION	375	374	438	17.1%
MARSHALL	2,198	2,523	2,580	2.3%
MOBILE	15,604	16,156	16,450	1.8%
MONROE	346	342	317	-7.3%
MONTGOMERY	11,268	11,981	12,157	1.5%
MORGAN	1,863	1,903	2,080	9.3%
PERRY	44	76	84	10.5%
PICKENS	34	42	40	-4.8%
PIKE	867	980	985	0.5%
RANDOLPH	67	75	84	12.0%
RUSSELL	868	1,090	1,079	-1.0%
SHELBY	5,813	5,997	6,036	0.7%
ST. CLAIR	1,073	1,097	1,172	6.8%
SUMTER	176	171	174	1.8%
TALLADEGA	1,203	1,296	1,207	-6.9%
TALLAPOOSA	707	780	876	12.3%
TUSCALOOSA	6,530	6,929	7,348	6.0%
WALKER	730	774	788	1.8%
WASHINGTON	14	14	12	-14.3%
WILCOX	86	84	80	-4.8%
WINSTON	119	142	147	3.5%
OUT OF STATE	8	----	----	----
STATE TOTAL	167,273	175,652	179,644	2.3%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 14
TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY
ORDERED BY SIZE

COUNTY	2016	SHARE OF TOTAL
BALDWIN	49,681	27.66%
JEFFERSON	27,429	15.27%
MOBILE	16,450	9.16%
MADISON	15,413	8.58%
MONTGOMERY	12,157	6.77%
TUSCALOOSA	7,348	4.09%
LEE	6,243	3.48%
SHELBY	6,036	3.36%
HOUSTON	3,959	2.20%
LAUDERDALE	2,828	1.57%
MARSHALL	2,580	1.44%
ELMORE	2,158	1.20%
MORGAN	2,080	1.16%
ETOWAH	1,787	0.99%
LIMESTONE	1,569	0.87%
CULLMAN	1,500	0.83%
TALLADEGA	1,207	0.67%
ST. CLAIR	1,172	0.65%
RUSSELL	1,079	0.60%
DEKALB	1,032	0.57%
CALHOUN	994	0.55%
PIKE	985	0.55%
COFFEE	960	0.53%
DALLAS	942	0.52%
TALLAPOOSA	876	0.49%
COLBERT	796	0.44%
ESCAMBIA	788	0.44%
WALKER	788	0.44%
BUTLER	711	0.40%
JACKSON	694	0.39%
BARBOUR	658	0.37%
DALE	629	0.35%
MARENGO	582	0.32%
CLARKE	532	0.30%
COVINGTON	520	0.29%
AUTAUGA	473	0.26%
CHILTON	459	0.26%
MARION	438	0.24%

TABLE 14 (CONTINUED)
TOTAL TRAVEL-RELATED EMPLOYMENT BY COUNTY
ORDERED BY SIZE

COUNTY	2016	SHARE OF TOTAL
CHAMBERS	403	0.22%
MONROE	317	0.18%
CONECUH	280	0.16%
FRANKLIN	237	0.13%
CLEBURNE	186	0.10%
MACON	183	0.10%
SUMTER	174	0.10%
CHEROKEE	167	0.09%
LAWRENCE	167	0.09%
WINSTON	147	0.08%
GREENE	134	0.07%
BLOUNT	119	0.07%
PERRY	84	0.05%
RANDOLPH	84	0.05%
WILCOX	80	0.04%
CHOCTAW	61	0.03%
COOSA	56	0.03%
HENRY	54	0.03%
PICKENS	40	0.02%
GENEVA	39	0.02%
FAYETTE	37	0.02%
CRENSHAW	20	0.01%
CLAY	19	0.01%
WASHINGTON	12	0.01%
LAMAR	11	0.01%
STATE TOTAL	179,644	100.00%

TABLE 15
COUNTIES WITH LARGEST
TOTAL EMPLOYMENT GROWTH IN 2016

COUNTY	2014	2015	2016	2015-2016 RATE OF GROWTH
CLAY	19	9	19	111.1%
HENRY	53	44	54	22.7%
GREENE	91	110	134	21.8%
FAYETTE	32	31	37	19.4%
AUTAUGA	438	403	473	17.4%
MARION	375	374	438	17.1%
COOSA	38	49	56	14.3%
TALLAPOOSA	707	780	876	12.3%
RANDOLPH	67	75	84	12.0%
COFFEE	897	864	960	11.1%
PERRY	44	76	84	10.5%
ESCAMBIA	695	715	788	10.2%
MORGAN	1,863	1,903	2,080	9.3%
DALE	581	583	629	7.9%
CHEROKEE	214	156	167	7.1%
ST. CLAIR	1,073	1,097	1,172	6.8%
MARENGO	556	546	582	6.6%
CALHOUN	891	933	994	6.5%
TUSCALOOSA	6,530	6,929	7,348	6.0%
LEE	5,058	5,888	6,243	6.0%
LAWRENCE	159	158	167	5.7%
HOUSTON	3,541	3,764	3,959	5.2%
CHOCTAW	59	58	61	5.2%
WINSTON	119	142	147	3.5%
CHILTON	450	445	459	3.1%
ELMORE	1,897	2,093	2,158	3.1%
CHAMBERS	370	391	403	3.1%
BALDWIN	46,320	48,243	49,681	3.0%
LAUDERDALE	2,532	2,758	2,828	2.5%
BARBOUR	578	643	658	2.3%
MARSHALL	2,198	2,523	2,580	2.3%
MOBILE	15,604	16,156	16,450	1.8%
WALKER	730	774	788	1.8%
SUMTER	176	171	174	1.8%
DEKALB	942	1,015	1,032	1.7%
MONTGOMERY	11,268	11,981	12,157	1.5%
MADISON	14,674	15,193	15,413	1.4%

LODGING TAX-SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

SEASONAL ANALYSIS – Quarterly lodging tax collections were used to gain insight into the seasonal travel-related activities in each county and at the state level. The results are reported in the graph shown below and in *Table 16*, on page 21.

The graph *Lodging Tax by Quarter-State*, illustrates the ratio of the state's quarterly lodging tax collection to its annual lodging tax.

- According to the graph, the combined second and third quarter period (April through September) appears to be the strongest travel-related season, with 60 percent of all state lodging taxes collected during this period.
- This graph also indicates that the first quarter (January through March) and the fourth quarter (October through December) were the least active travel and tourism periods, with 20.3 percent and 19.6 percent, respectively, of state lodging taxes being collected for each of these periods.

FIGURE 3

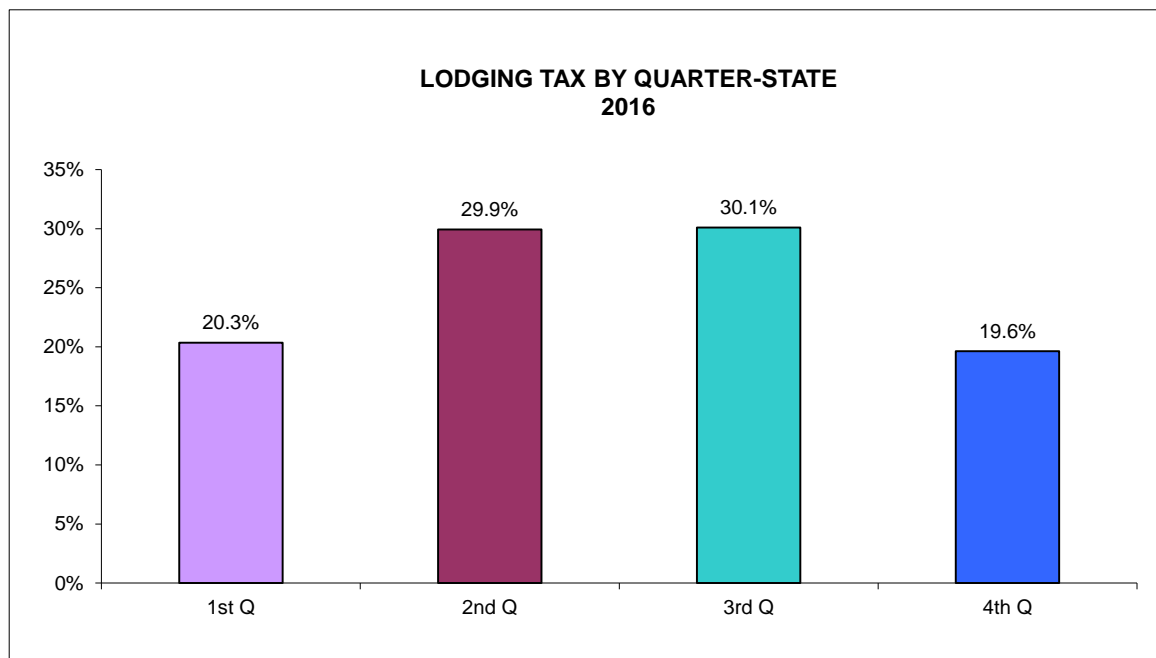


Table 16 represents the quarterly fluctuations for the seven counties in the state that have the highest levels of travel and tourism.

- Baldwin County shows the most seasonality in travel and tourism activities. Almost three-quarters (73 percent) of all 2016 lodging taxes in this county were collected in the second and third quarters. In the second and third quarters, 35 percent and 38 percent were collected, respectively.
- Of the seven major travel destinations in the state, all showed variations due to seasonality. Baldwin and Madison, and Mobile showed increased activity in the second and third quarters. Jefferson, Montgomery and Shelby had increased activity in the second quarter. Tuscaloosa had increased activity in the third and fourth quarters,

TABLE 16
RATIO OF COUNTIES' QUARTERLY TO ANNUAL LODGING TAX

	1 ST QUARTER	2 ND QUARTER	3 RD QUARTER	4 TH QUARTER
BALDWIN	15%	35%	38%	12%
JEFFERSON	24%	27%	25%	24%
MADISON	24%	27%	26%	23%
MOBILE	24%	27%	28%	21%
MONTGOMERY	24%	28%	25%	23%
SHELBY	23%	28%	25%	24%
TUSCALOOSA	20%	24%	28%	27%

DESIGNATED DEMOGRAPHIC AREA ANALYSIS – In order to analyze area differences that may exist in terms of travel and tourism activities in Alabama, state lodging tax collections were grouped by Metropolitan Statistical Areas (MSAs). At present, there are eleven MSAs located entirely in Alabama. These MSAs, and their counties, are as follows:

ANNISTON-OXFORD	CALHOUN
AUBURN-OPELIKA	LEE
BIRMINGHAM-HOOVER	BIBB, BLOUNT, CHILTON, JEFFERSON, ST. CLAIR, SHELBY AND WALKER
DECATUR	LAWRENCE AND MORGAN
DOTHAN	GENEVA, HENRY AND HOUSTON
FLORENCE-MUSCLE SHOALS	COLBERT AND LAUDERDALE
GADSDEN	ETOWAH
HUNTSVILLE	LIMESTONE AND MADISON
MOBILE	MOBILE
MONTGOMERY	AUTAUGA, ELMORE, LOWNDES AND MONTGOMERY
TUSCALOOSA	GREENE, HALE AND TUSCALOOSA

The state lodging tax share, presented by MSA and designated demographic areas, is found in *Tables 17 and 18* on page 23.

Table 17 shows the state lodging tax share of each MSA relative to the total lodging tax for the state. This information can be summarized as follows:

- 58 percent of all the lodging tax in the state is collected in these 11 MSAs.
- The Birmingham-Hoover MSA is largest in terms of travel-related spending.
- Huntsville MSA is second, Mobile MSA is third and Montgomery MSA is fourth in terms of travel-related spending.

In *Table 18*, MSAs are combined to form Designated Demographic Areas. These are as follows:

NORTHERN AREA	DECATUR, FLORENCE-MUSCLE SHOALS, HUNTSVILLE AND GADSDEN
CENTRAL AREA	ANNISTON-OXFORD, AUBURN-OPELIKA, BIRMINGHAM- HOOVER, MONTGOMERY AND TUSCALOOSA
SOUTHERN AREA	DOTHAN AND MOBILE

Table 18 shows the lodging tax share of each area relative to the state. These results can be summarized as follows:

- The Central Area has the largest lodging tax share, with 33.6 percent of the state's total.
- The Northern Area is second, in terms of travel and tourism activities, with 14.4 percent of the state's total.
- The Southern Area is ranked third in comparison to the Central and Northern areas, with a 9.9 percent share of the state's travel and tourism activities.

TABLE 17
STATE LODGING TAX:
MSA AS A PERCENT OF TOTAL STATE

MSAs	2014	2015	2016
ANNISTON-OXFORD	1.6%	1.5%	1.6%
AUBURN-OPELIKA	2.8%	3.0%	3.2%
BIRMINGHAM-HOOVER	18.9%	18.1%	17.7%
DECATUR	1.4%	1.4%	1.5%
DOTHAN	2.0%	2.1%	2.1%
FLORENCE-MUSCLE SHOALS	2.2%	2.2%	2.1%
GADSDEN	1.1%	1.2%	1.1%
HUNTSVILLE	10.0%	9.7%	9.7%
MOBILE	8.1%	7.8%	7.8%
MONTGOMERY	7.1%	7.0%	7.1%
TUSCALOOSA	3.8%	3.8%	4.0%

TABLE 18
MSA STATE LODGING TAX BY DESIGNATED DEMOGRAPHIC AREAS

AREAS	2014	2015	2016
NORTHERN	14.7%	14.5%	14.4%
CENTRAL – TOTAL	34.2%	33.5%	33.6%
CENTRAL – ANNISTON-OXFORD, BIRMINGHAM-HOOVER AND TUSCALOOSA	24.3%	23.5%	23.3%
CENTRAL –AUBURN-OPELIKA AND MONTGOMERY	9.9%	10.1%	10.3%
SOUTHERN	10.1%	9.9%	9.9%

TABLE 19
TRAVEL-RELATED EARNINGS BY COUNTY
TOTAL (DIRECT AND INDIRECT)

COUNTY	2014	2015	2016	2015-2016 RATE OF GROWTH
AUTAUGA	11,632,572	11,162,945	15,233,796	36.5%
BALDWIN	1,171,240,181	1,308,586,780	1,406,178,513	7.5%
BARBOUR	14,022,660	15,048,571	15,409,440	2.4%
BIBB*	----	----	----	----
BLOUNT	2,875,187	2,904,754	2,895,797	-0.3%
BULLOCK*	----	----	----	----
BUTLER	16,393,418	18,761,161	18,561,942	-1.1%
CALHOUN	21,842,064	23,432,395	25,096,734	7.1%
CHAMBERS	9,354,681	9,890,650	10,325,740	4.4%
CHEROKEE	5,221,621	4,793,866	5,207,359	8.6%
CHILTON	10,998,937	11,031,766	11,535,134	4.6%
CHOCTAW	1,416,083	1,384,546	1,505,514	8.7%
CLARKE	13,622,210	14,553,973	13,622,779	-6.4%
CLAY	457,112	232,095	299,802	29.2%
CLEBURNE	3,777,837	4,399,219	4,465,338	1.5%
COFFEE	21,946,665	21,424,967	24,189,291	12.9%
COLBERT	18,915,660	18,668,551	19,240,314	3.1%
CONECUH	6,643,196	6,675,069	6,426,518	-3.7%
COOSA	970,069	1,126,770	1,264,337	12.2%
COVINGTON	12,796,528	12,783,187	12,910,132	1.0%
CRENSHAW	624,908	658,356	457,096	-30.6%
CULLMAN	33,998,108	37,144,142	37,620,790	1.3%
DALE	13,972,743	13,918,242	15,282,422	9.8%
DALLAS	26,574,781	25,562,811	23,080,743	-9.7%
DEKALB	22,827,721	25,659,709	26,149,385	1.9%
ELMORE	46,148,195	51,134,119	53,051,331	3.7%
ESCAMBIA	17,197,148	18,168,477	20,232,759	11.4%
ETOWAH	39,068,581	44,283,662	44,073,467	-0.5%
FAYETTE	788,262	774,675	891,638	15.1%
FRANKLIN	4,797,273	6,235,655	6,067,159	-2.7%
GENEVA	1,089,597	1,165,393	949,688	-18.5%
GREENE	2,172,249	2,620,415	3,303,617	26.1%
HALE*	----	----	----	----
HENRY	1,314,636	1,105,682	1,391,437	25.8%
HOUSTON	89,561,737	97,026,894	104,587,282	7.8%
JACKSON	14,336,461	17,015,781	16,623,644	-2.3%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 19 (CONTINUED)
TRAVEL-RELATED EARNINGS BY COUNTY
TOTAL (DIRECT AND INDIRECT)

COUNTY	2014	2015	2016	2015-2016 RATE OF GROWTH
JEFFERSON	668,783,732	697,605,585	712,649,412	2.2%
LAMAR	350,103	305,959	298,850	-2.3%
LAUDERDALE	62,183,650	67,255,258	70,003,388	4.1%
LAWRENCE	3,779,028	3,761,467	4,003,784	6.4%
LEE	135,553,809	157,739,672	170,660,684	8.2%
LIMESTONE	37,574,264	40,061,841	40,847,053	2.0%
LOWNDES*	----	----	----	----
MACON	5,888,285	4,691,315	4,536,980	-3.3%
MADISON	367,332,787	388,724,671	408,879,780	5.2%
MARENGO	13,145,505	13,083,177	13,572,146	3.7%
MARION	9,098,849	9,128,867	10,665,060	16.8%
MARSHALL	53,735,466	61,193,714	62,591,424	2.3%
MOBILE	405,546,709	405,079,820	422,310,599	4.3%
MONROE	8,462,694	8,050,644	7,205,884	-10.5%
MONTGOMERY	288,466,248	308,821,805	317,611,642	2.8%
MORGAN	46,333,466	45,458,017	48,682,355	7.1%
PERRY	1,120,980	1,777,297	1,944,306	9.4%
PICKENS	833,728	1,143,081	1,069,883	-6.4%
PIKE	21,343,618	23,602,088	23,750,015	0.6%
RANDOLPH	1,608,879	1,867,624	2,050,507	9.8%
RUSSELL	21,944,866	28,093,580	27,532,313	-2.0%
SHELBY	143,742,757	143,647,425	148,580,646	3.4%
ST. CLAIR	26,219,705	26,028,832	27,941,261	7.3%
SUMTER	4,278,521	4,014,827	4,116,149	2.5%
TALLADEGA	28,977,268	30,541,990	27,963,243	-8.4%
TALLAPOOSA	17,040,083	17,725,374	19,233,344	8.5%
TUSCALOOSA	168,871,241	182,793,949	193,183,291	5.7%
WALKER	20,334,195	21,105,826	21,596,795	2.3%
WASHINGTON	343,621	342,012	297,186	-13.1%
WILCOX	2,096,749	2,062,035	1,928,185	-6.5%
WINSTON	2,920,700	3,647,487	3,887,635	6.6%
OUT OF STATE	122,112	----	----	2.2%
STATE TOTAL	\$ 4,226,632,699	\$ 4,528,690,517	\$ 4,747,724,738	4.8%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 20
TRAVEL-RELATED EXPENDITURES BY COUNTY

COUNTY	2014	2015	2016	2015-2016 RATE OF GROWTH
AUTAUGA	33,761,173	30,334,502	41,686,022	37.4%
BALDWIN	3,513,855,997	3,948,273,769	4,206,699,290	6.5%
BARBOUR	37,455,313	40,893,412	41,675,570	1.9%
BIBB*	----	----	----	----
BLOUNT	7,906,049	7,740,384	7,736,510	-0.1%
BULLOCK*	----	----	----	----
BUTLER	45,326,550	48,543,712	47,110,061	-3.0%
CALHOUN	69,131,886	72,063,741	79,960,338	11.0%
CHAMBERS	25,310,810	26,877,132	28,255,532	5.1%
CHEROKEE	30,520,579	16,523,418	18,074,061	9.4%
CHILTON	29,759,647	29,612,272	31,564,939	6.6%
CHOCTAW	3,952,865	3,762,403	4,119,713	9.5%
CLARKE	36,857,394	39,549,376	37,277,607	-5.7%
CLAY	379,190	143,021	329,297	130.2%
CLEBURNE	8,796,292	10,491,522	10,745,766	2.4%
COFFEE	59,173,403	55,294,732	66,191,993	19.7%
COLBERT	54,980,156	52,133,550	52,610,028	0.9%
CONECUH	19,015,905	19,114,380	18,076,722	-5.4%
COOSA	2,052,922	2,574,236	3,214,210	24.9%
COVINGTON	38,358,121	38,093,078	38,197,118	0.3%
CRENSHAW	1,690,802	1,789,035	1,250,806	-30.1%
CULLMAN	112,401,657	120,164,330	122,556,791	2.0%
DALE	39,748,111	39,284,862	43,292,343	10.2%
DALLAS	86,118,243	81,657,091	68,069,414	-16.6%
DEKALB	74,999,267	78,988,510	82,368,799	4.3%
ELMORE	129,718,145	141,391,696	150,081,448	6.1%
ESCAMBIA	46,530,045	46,933,135	55,365,269	18.0%
ETOWAH	122,919,932	146,853,956	147,178,226	0.2%
FAYETTE	2,229,151	2,108,598	2,501,881	18.7%
FRANKLIN	13,980,075	19,383,342	16,602,277	-14.3%
GENEVA	2,948,105	3,166,872	2,598,744	-17.9%
GREENE	3,975,839	4,732,249	6,204,932	31.1%
HALE*	----	----	----	----
HENRY	3,556,990	3,004,612	3,807,552	26.7%
HOUSTON	238,033,014	263,663,620	286,194,434	8.5%
JACKSON	46,555,774	55,496,361	54,788,165	-1.3%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 20 (CONTINUED)
TRAVEL-RELATED EXPENDITURES BY COUNTY

COUNTY	2014	2015	2016	2015-2016 RATE OF GROWTH
JEFFERSON	1,775,932,734	1,832,752,456	1,886,417,857	2.9%
LAMAR	1,082,735	831,423	817,777	-1.6%
LAUDERDALE	209,981,775	227,867,009	238,835,289	4.8%
LAWRENCE	11,895,855	11,879,298	12,732,930	7.2%
LEE	338,217,895	391,613,518	438,485,734	12.0%
LIMESTONE	120,567,233	124,021,228	128,914,700	3.9%
LOWNDES*	----	----	----	----
MACON	9,149,572	7,871,517	7,504,198	-4.7%
MADISON	1,081,239,150	1,133,253,049	1,189,201,579	4.9%
MARENGO	32,559,153	30,675,799	33,210,354	8.3%
MARION	33,202,179	33,147,098	39,443,417	19.0%
MARSHALL	187,714,956	208,871,064	212,209,968	1.6%
MOBILE	988,643,343	1,027,623,404	1,081,954,872	5.3%
MONROE	22,654,589	21,877,048	19,718,306	-9.9%
MONTGOMERY	723,426,438	777,836,573	814,669,396	4.7%
MORGAN	149,791,626	159,253,430	179,710,326	12.8%
PERRY	3,033,018	5,317,358	6,057,064	13.9%
PICKENS	3,479,867	4,102,173	3,817,053	-7.0%
PIKE	57,749,083	66,575,379	66,954,298	0.6%
RANDOLPH	4,595,905	5,075,133	5,611,041	10.6%
RUSSELL	59,375,868	76,342,286	75,339,895	-1.3%
SHELBY	315,443,127	326,398,770	337,080,244	3.3%
ST. CLAIR	64,221,642	65,367,008	74,003,511	13.2%
SUMTER	11,518,270	10,910,005	11,263,501	3.2%
TALLADEGA	77,541,265	82,995,665	76,519,099	-7.8%
TALLAPOOSA	41,249,360	44,265,996	52,630,452	18.9%
TUSCALOOSA	454,662,293	495,723,293	542,012,823	9.3%
WALKER	55,017,902	57,353,568	59,097,841	3.0%
WASHINGTON	944,297	929,392	813,226	-12.5%
WILCOX	5,872,006	5,603,433	5,276,318	-5.8%
WINSTON	8,145,276	9,911,784	10,638,191	7.3%
OUT OF STATE	77,354	----	----	----
STATE TOTAL	\$ 11,790,985,168	\$ 12,696,882,066	\$13,387,327,118	5.4%

*No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 21
ANNUAL STATE LODGING TAX

COUNTY	2014	2015	2016	2015-2016 DOLLAR INCREASE/ DECREASE	2015-2016 RATE OF GROWTH
AUTAUGA	163,444	146,855	201,809	54,954	37.4%
BALDWIN	17,777,992	19,975,884	21,283,361	1,307,477	6.5%
BARBOUR	181,328	197,972	201,759	3,787	1.9%
BIBB [#]	----	----	----	----	----
BLOUNT*	41,657	40,784	40,764	-20	0.0%
BULLOCK [#]	----	----	----	----	----
BUTLER	215,444	230,736	223,921	-6,815	-3.0%
CALHOUN ±	910,648	949,268	1,053,287	104,019	11.0%
CHAMBERS	123,679	131,333	138,068	6,735	5.1%
CHEROKEE*	148,359	80,320	87,857	7,537	9.4%
CHILTON	144,072	143,358	152,811	9,453	6.6%
CHOCTAW	19,873	18,915	20,711	1,796	9.5%
CLARKE	178,433	191,465	180,467	-10,998	-5.7%
CLAY	1,906	719	1,656	937	130.3%
CLEBURNE	44,222	52,745	54,023	1,278	2.4%
COFFEE	294,653	275,340	329,602	54,262	19.7%
COLBERT*	270,847	256,824	259,171	2,347	0.9%
CONECUH	95,600	96,095	90,878	-5,217	-5.4%
COOSA	10,321	12,942	16,159	3,217	24.9%
COVINGTON	166,123	164,975	165,426	451	0.3%
CRENSHAW	25,221	26,687	18,658	-8,029	-30.1%
CULLMAN*	560,967	599,708	611,648	11,940	2.0%
DALE	192,427	190,185	209,586	19,401	10.2%
DALLAS	262,357	248,766	207,372	-41,394	-16.6%
DEKALB*	383,274	403,660	420,935	17,275	4.3%
ELMORE	652,141	710,829	754,515	43,686	6.1%
ESCAMBIA	233,924	235,950	278,342	42,392	18.0%
ETOWAH*	615,232	735,025	736,648	1,623	0.2%
FAYETTE	10,674	10,338	12,266	1,928	18.6%
FRANKLIN*	87,017	120,649	103,339	-17,310	-14.3%
GENEVA	14,821	15,921	13,065	-2,856	-17.9%
GREENE	25,710	30,601	40,124	9,523	31.1%
HALE [#]	----	----	----	----	----
HENRY	17,882	15,105	19,142	4,037	26.7%
HOUSTON	1,152,359	1,276,441	1,385,517	109,076	8.5%

* Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

± Denotes areas where local lodging tax data were used for the economic model due to inconsistent trends in state lodging tax data.

#No data available. The Alabama Revenue Department does not release lodging tax data for a county with only one lodging establishment or for any county for months in which only one establishment reports taxes.

TABLE 21 (CONTINUED)
ANNUAL STATE LODGING TAX

COUNTY	2014	2015	2016	2015-2016 DOLLAR INCREASE/ DECREASE	2015-2016 RATE OF GROWTH
JACKSON* ±	291,614	342,918	337,357	-5,561	-1.6%
JEFFERSON	8,677,948	8,955,593	9,217,825	262,232	2.9%
LAMAR	5,443	4,180	4,111	-69	-1.7%
LAUDERDALE*	1,009,816	1,095,827	1,148,575	52,748	4.8%
LAWRENCE*	63,711	63,622	68,194	4,572	7.2%
LEE	1,637,371	1,895,869	2,122,785	226,916	12.0%
LIMESTONE*	600,634	617,841	642,219	24,378	3.9%
LOWNDES#	----	----	----	----	----
MACON	45,998	39,573	37,726	-1,847	-4.7%
MADISON*	5,218,322	5,469,354	5,739,375	270,021	4.9%
MARENGO	163,687	154,219	166,961	12,742	8.3%
MARION*	168,347	168,068	199,992	31,924	19.0%
MARSHALL* ±	610,559	641,954	695,330	53,376	8.3%
MOBILE	4,699,171	4,884,450	5,142,695	258,245	5.3%
MONROE	113,893	109,984	99,131	-10,853	-9.9%
MONTGOMERY ±	3,281,158	3,527,940	3,694,998	167,058	4.7%
MORGAN*	751,674	799,155	901,810	102,655	12.8%
PERRY	15,103	26,478	30,161	3,683	13.9%
PICKENS	11,167	13,164	12,249	-915	-7.0%
PIKE	290,326	334,699	336,604	1,905	0.6%
RANDOLPH	23,105	25,515	28,209	2,694	10.6%
RUSSELL	287,449	369,586	364,733	-4,853	-1.3%
SHELBY	1,513,104	1,565,656	1,616,892	51,236	3.3%
ST. CLAIR	322,866	328,624	372,043	43,419	13.2%
SUMTER	57,355	54,326	56,087	1,761	3.2%
TALLADEGA	371,947	398,110	367,044	-31,066	-7.8%
TALLAPOOSA	207,376	222,542	264,593	42,051	18.9%
TUSCALOOSA	2,161,079	2,356,248	2,576,269	220,021	9.3%
WALKER	276,595	288,338	297,107	8,769	3.0%
WASHINGTON	4,747	4,672	4,088	-584	-12.5%
WILCOX	28,964	27,639	26,026	-1,613	-5.8%
WINSTON*	50,699	61,695	66,216	4,521	7.3%
OUT OF STATE	389	----	13,501	----	----
STATE TOTAL	\$57,984,224	\$62,434,234	\$65,963,793	\$3,529,559	5.7%

* Denotes the Alabama Mountain Lakes Tourist Association area counties with a 5 percent rate. The state lodging tax rate is 4 percent, except for counties in the AMLTA area.

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Sweet Home Alabama

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